

Matthew Greenbank

"Being involved in the kiwifruit industry has given me the opportunity to travel overseas to see how they grow kiwifruit in other countries and enjoy different cultures."

Current position in the kiwifruit industry –

Orchard Manager (June – March) and Harvest Manager (March – June)

Who do you work for?

DMS Progrowers Ltd

What does your role involve?

In my role as Orchard Manager I am responsible for growing the kiwifruit crop from start to finish. Tasks include winter and summer pruning, male pruning, pollination, thinning, girdling and frost protection. I also organise spraying, and I make sure orchards are compliant with health and safety requirements and compliant with Global Gap requirements.

I employ contractors to complete some of the tasks and it is my job to monitor them to ensure the job is carried out correctly and that the cost stays within budget. One of my Key Performance Indicators (KPIs) is to grow a high-yielding, high-quality crop for my clients so the orchards achieve excellent orchard gate returns. During the harvest period I work with the lab, packhouse and contractors to coordinate which orchards are ready to harvest. I also run a harvest audit programme to ensure that the fruit is picked carefully.

What was your career path?

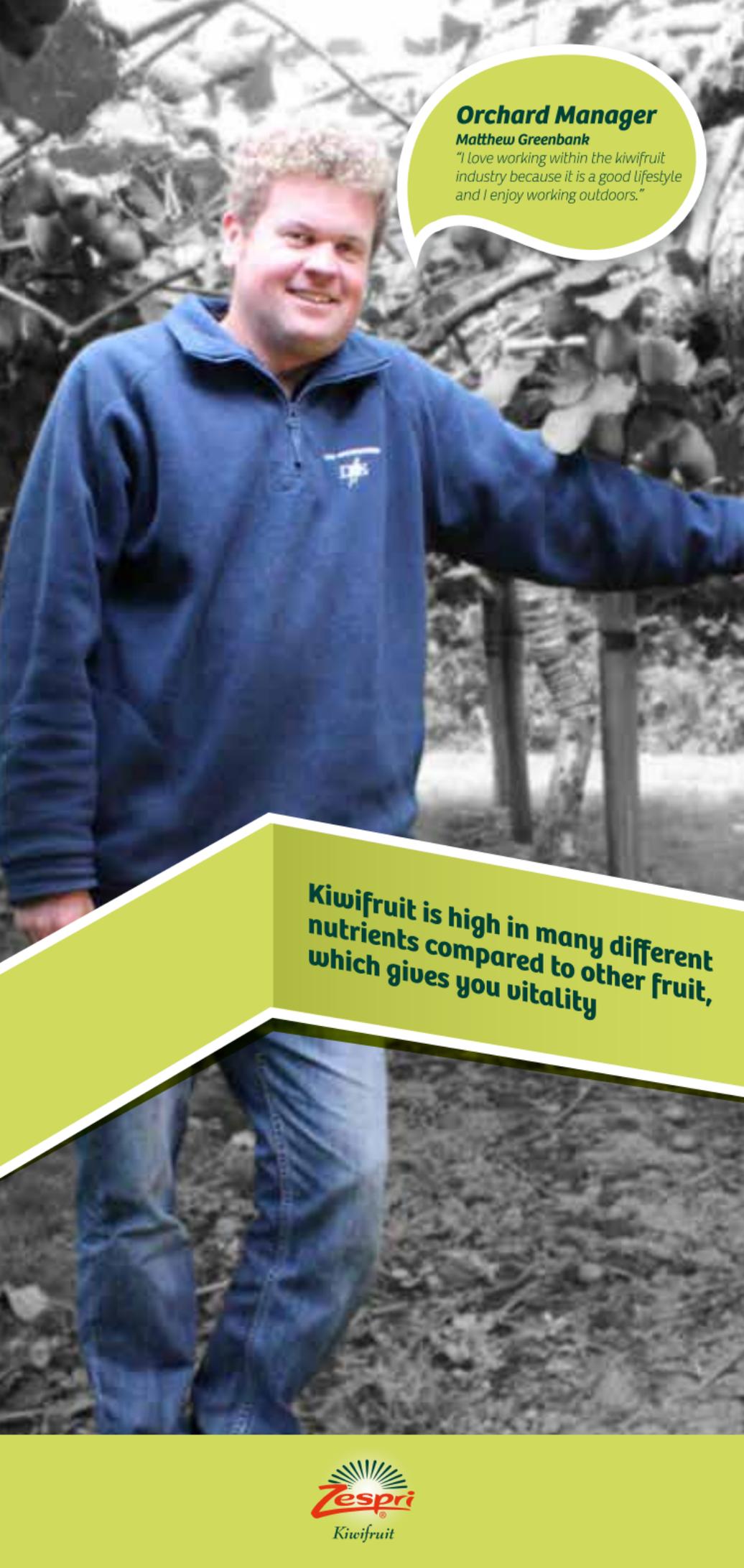
I was brought up on a dairy farm in the Waikato and have always enjoyed working outdoors. While I enjoyed the lifestyle, I didn't like milking cows, so I went to Massey University and completed a bachelor of applied science majoring in horticulture.

When I finished my degree I started work at DMS Progrowers as a trainee orchard manager and after two years was given a small portfolio of orchards to manage. I have now been with DMS for nine years and manage 55 hectares of orchard and I took on the new responsibility of becoming harvest manager during the kiwifruit harvest.

What do you like about working within the kiwifruit industry?

I love working within the kiwifruit industry because it is a good lifestyle and I enjoy working outdoors. A lot of effort goes into growing a crop of kiwifruit and you get a real sense of achievement when the crop is harvested.

There are many opportunities in this industry and with the average age of growers increasing, a younger workforce is in demand.



Orchard Manager

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Kiwifruit is high in many different nutrients compared to other fruit, which gives you vitality